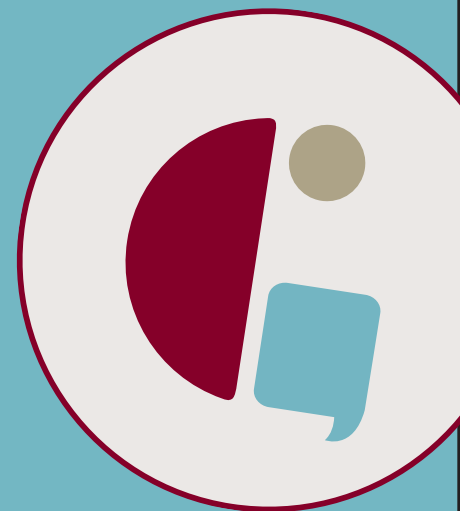


GARNET MEDIA GROUP



University of South Carolina
Advertising Guide
2022-2023

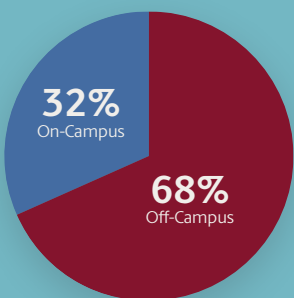


About Us

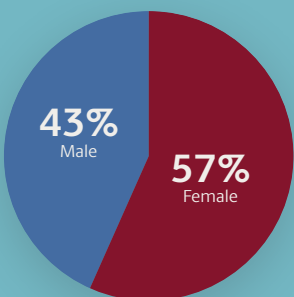
Garnet Media Group represents the collective partnership between the student media organizations at the University of South Carolina — The Daily Gamecock, SGTV, Garnet & Black and WUSC. It serves as the umbrella brand for those organizations, as well as an additional outlet for students' collaborative efforts. Garnet Media Group aims to empower its partner organizations to work together and connect with new readers, viewers and listeners while providing additional in-depth training for students on emerging media and industry practices.

How We Can Help You

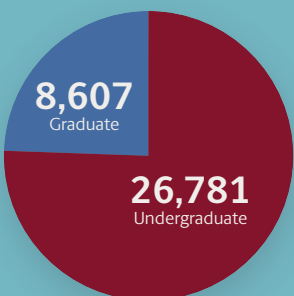
Our advertising team is made up of student representatives who both embody and understand the sought-after college student demographic. Each representative is trained in a consultative approach, with the goal of helping you reach the wide-ranging university community using a mix of traditional and new media. Do you need creative work done or a promotional video produced? Our award-winning designers and videographers can help. Work with our talented students as they prepare for a post-graduate career in the media industry, and one day, you can say you knew them when.



Housing



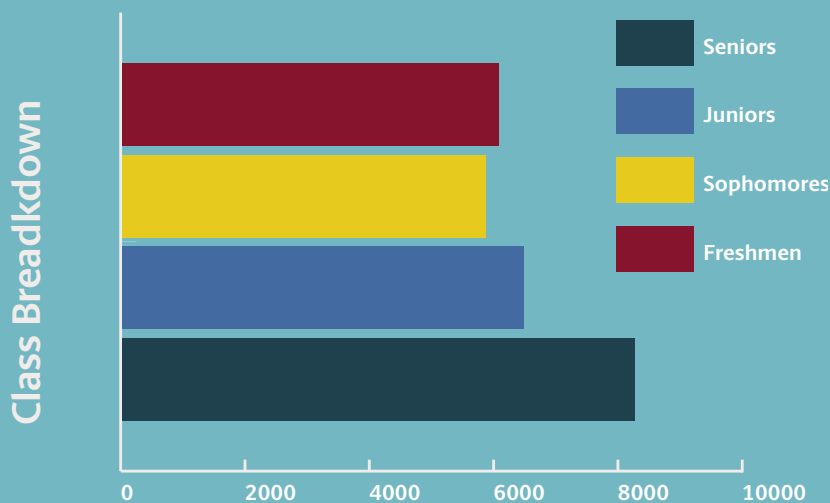
Gender



Population

35,388 Students at UofSC

7,516 Faculty & Staff at UofSC



*Based on Fall 2021 enrollment data

Contact Us!

Krista Larson | Art Director
larsonkg@email.sc.edu
803.777.5094

Sarah Scarborough | Director
sarahs@mailbox.sc.edu
803.777.5064

Sydney Patterson | Assistant Director
patter28@mailbox.sc.edu
803.777.6576

Advertising Team
sasales@mailbox.sc.edu



Email Edition

The Daily Gamecock email edition is sent Monday through Friday to **over 54,000 subscribers**. Monday's edition is delivered to all registered student email addresses plus our additional subscribers that include faculty, staff, parents and alumni. The Tuesday-Friday editions go to our organically grown group of approximately 4,500 subscribers. Inventory is limited, so reserve your spot soon!

Subscribe to The Daily Gamecock's email edition at DAILYGAMECOCK.COM/SUBSCRIBE

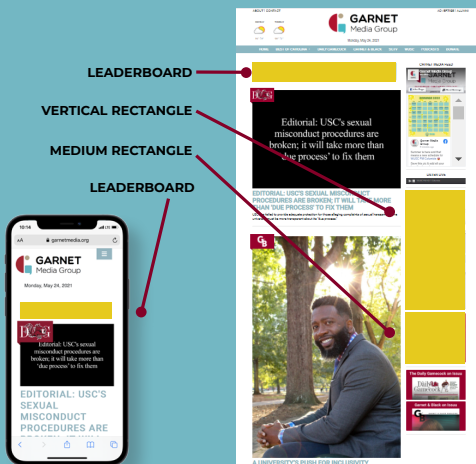
Placement	Top	Middle	Bottom	Impression
Specs	560 x 100 px	600 x 300 px	560 x 100 px	180 x 120 px
Weekly Rates	\$600	\$500	\$350	\$125

Online Advertising

Garnet Media Group and all four of its partner organizations maintain robust websites featuring exclusive content focusing on the UofSC and Columbia communities. When you purchase an online ad, your messaging is automatically amplified with placement on dailygamecock.com, gandbmagazine.com, wusc.fm, and garnetmedia.org. Combined, those four sites earned more than 760,000 visits over the last year.



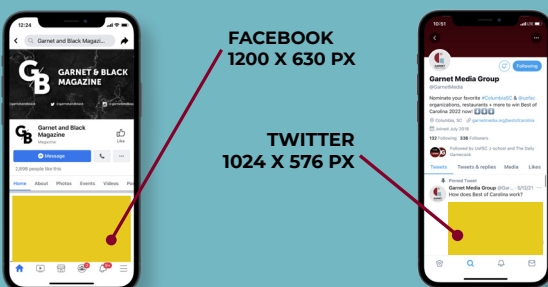
Placement	Leaderboard	Medium Rectangle	Vertical Rectangle
Specs	728 x 90 px and 320 x 50 px	300 x 250 px	300 x 600 px
Weekly Rates	\$350	\$250	\$200



SOCIAL MEDIA

Between Facebook, Twitter, and Instagram, Garnet Media Group and its four content partners are constantly disseminating information and engaging with a combined social media audience of more than 95,000.

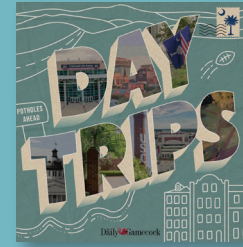
**See our rates and specs page for pricing for Facebook and Twitter*



TDG SPECIAL ISSUES



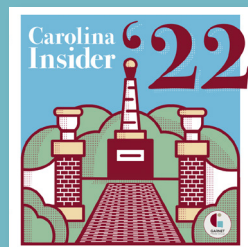
While The Daily Gamecock has joined the majority of media organizations in shifting to focus more heavily on digital publishing platforms, print issues are still an important part of the organization's portfolio. This year, TDG will publish three special issues in the fall, including a Welcome Back edition that will be on stands the first full week of class, and two in the spring. The longer shelf life of The Daily Gamecock's special issues means just one well-placed advertisement can reach thousands of engaged readers.



	Full Page	Half Page	Quarter Page	Back Cover	Inside Covers
Specs	9" x 9.5"	9" x 4.75"	4.5" x 4.75"	10.25" x 11" Safe Image Area: 9.5" x 9.5"	10.25" x 11" Safe Image Area: 9.5" x 9.5"
Business Rate	\$850	\$550	\$450	\$1,500	\$1,000
Campus Rate	\$680	\$440	\$360	\$1,200	\$800



Issue	On Stands	Space Deadline	Art Deadline
TDG Issue 1	August 22	August 5	August 12
TDG Issue 2	October 3	September 16	September 23
TDG Issue 3	November 7	October 21	October 28
TDG Issue 4	February 27	February 10	February 17
TDG Issue 5	April 17	March 31	April 7



GMG SPECIAL ISSUES

Garnet Media Group's special publications are circulated widely throughout the Carolina community, as well as to visitors and prospective students. Each year, we produce two special publications designed to better connect our audience to campus-based and community-centered resources and opportunities. Best of Carolina, which features audience-voted "bests" in 50 categories, informs new and returning students, as well as visitors and locals, on the best places to eat, explore, shop and be entertained in Columbia. Carolina Insider gives readers an in-depth look at the student experience at UofSC and stays on stands throughout new student orientation in the summer.

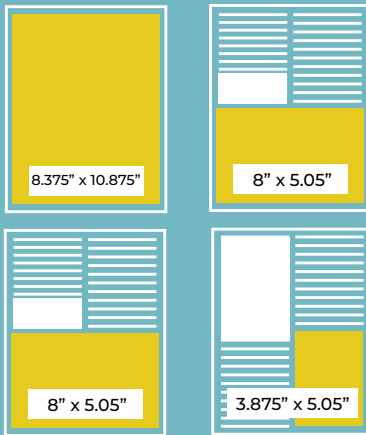
Issue	On Stands	Space Deadline	Art Deadline
Best of Carolina	March	TBD	TBD
Carolina Insider	June	TBD	TBD



GARNET & BLACK MAGAZINE



Since 1994, Garnet & Black magazine has been a leader for thoughtful discussion and inclusive storytelling. The magazine is known for its award-winning visuals and long-form articles intended to encourage meaningful discussion on campus. Issues are also known to feature high-quality fashion design and style photography. Published once a semester, Garnet & Black is a great way for advertisers to position their businesses in front of thousands of readers.



Check out G&B's online content at gandbmagazine.com

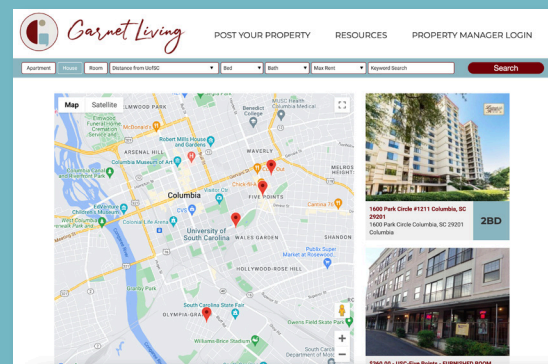
Issue	On Stands	Space Deadline	Art Deadline
Fall	October 28	October 3	October 10
Spring	March 17	February 20	February 23

	Full Page	Half Page	Quarter Page	Back Cover	Inside Covers
Specs	8.375" x 10.875"	8" x 5.05"	3.875" x 5.05"	8.625" x 11.125"	8.5" x 11.125"
Business Rate	\$750	\$450	\$350	\$1,000	\$850
Campus Rate	\$600	\$360	\$280	\$800	\$680

Garnet Living

garnetliving.org

Reach students looking for housing by posting on garnetliving.org. Individual postings and annual subscriptions are available. Monthly subscription with unlimited postings start at \$160 per month. Email sasmhome@mailbox.sc.edu for more information.





STUDENT GAMECOCK TELEVISION

Whether you need video for a website, commercial, or YouTube, SGTV can produce high-quality work that meets or exceeds your expectations. SGTV also offers live streaming and video editing services. For more information, please contact your account representative or reach out to SGTV's productions director at sasgtvdp@mailbox.sc.edu.

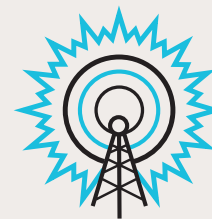
**See your representative for pricing and more information*



Check out SGTV's online content at [sgtvonline.com!](http://sgtvonline.com)

WUSC-FM is UofSC's non-commercial, HD, non-Top 40 radio station broadcasting at 90.5-FM. The station transmits with a range of 30 miles and serves an international audience with a webcast at wusc.fm. Through underwriting, local businesses have the opportunity to be recognized as supporters of the station. For more information, call 803.576.9872, or visit wusc.fm.

**See your representative for pricing and more information*



WUSC
90.5FM COLUMBIA



Events | Discover Columbia

Discover Columbia is the perfect way to connect UofSC students to your business and the greater Columbia area. This event is a local business showcase on Greene Street designed to help students discover all of the unique shops, restaurants, communities, and activities Columbia has to offer. Greene Street crosses the center of campus, passing in front of the Russell House University Union, and is one of the most heavily traveled areas of campus.



3-Hour Event \$150

CREATIVE SERVICES



About Us

Creative Services is the award-winning, in-house design team for Garnet Media Group. Our team of student designers produces creative content and advertisements for businesses and organizations both on and off campus. Print or digital advertisements purchased with any Garnet Media Group outlet will be designed by this team at no additional charge. Design work for campaigns and promotional items not tied to an advertisement are charged by the hour. Please email Art Director Krista Larson at larsonkg@email.sc.edu for more information or visit garnetmedia.org/creativerequest to order your work now!

Designer Checklist

- Artwork emailed to your ad representative or to smcreativeservices@sc.edu
- Artwork for online and email ads is due Thursday at 5 p.m. prior to the week the ad is running.
- Deadline for artwork for print advertisements will be provided by your advertising representative.

**If artwork is not emailed by the deadline, you risk your advertisement not running at your cost*

Notable Dates

Fall 2022

CLASSES BEGIN: Aug. 18

FALL BREAK: Oct. 13-14

THANKSGIVING BREAK: Nov. 23-27

CLASSES END: Dec. 2

FINAL EXAMS: Dec. 5-12

COMMENCEMENT: Dec. 12

Spring 2023

CLASSES BEGIN: Jan. 9

SPRING BREAK: March 5-12

CLASSES END: April 24

FINAL EXAMS: April 26-May 3

COMMENCEMENT: May 5-6

Publication Schedule

August

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

October

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

February

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

April

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

■ The Daily Gamecock Publication Dates

■ Garnet & Black Publication Dates

GMG Special Issues Publication Dates:

Best of Carolina - March 2023

Carolina Insider - June 2023

RATES AND SPECS



Online

Placement	Leaderboard	Medium Rectangle	Vertical Rectangle
Specs	728 x 90 px and 320 x 50 px	300 x 250 px	300 x 600 px
Weekly Rates	\$350	\$250	\$200

SGTV

Services	Price
Livestream Services	\$150/hr
Fully Produced Video	\$150/hr
Filming Services	\$100/hr
Video Editing Services	\$100/hr
Commercial Spots	\$75

TDG Email Edition

Placement	Top	Middle	Bottom	Impression
Specs	560 x 100 px	600 x 300 px	560 x 100 px	180 x 120 px
Weekly Rates	\$600	\$500	\$350	\$125

Facebook

# of Posts	Price	Price Breakdown
3 posts	\$210	\$70/post
5 posts	\$325	\$65/post
10 posts	\$600	\$60/post
20 posts	\$1,100	\$55/post
Open Rate	-	\$75/post

TDG & GMG Special Issues

	Full Page	Half Page	Quarter Page	Back Cover	Inside Covers
Specs	9" x 9.5"	9" x 4.75"	4.5" x 4.75"	10.25" x 11" Safe Image Area: 9.5"x9.5"	10.25" x 11" Safe Image Area: 9.5"x9.5"
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Campus Rate	\$680	\$440	\$360	\$1,200	\$800

Garnet & Black

	Full Page	Half Page	Quarter Page	Back Cover	Inside Covers
Specs	8.375" x 10.875"	8" x 5.05"	3.875" x 5.05"	8.625" x 11.125"	8.5" x 11.125"
Business Rate	\$750	\$450	\$350	\$1,000	\$850
Campus Rate	\$600	\$360	\$280	\$800	\$680

Twitter

# of Posts	Price	Price Breakdown
3 posts	\$135	\$45/tweet
5 posts	\$200	\$40/tweet
10 posts	\$350	\$35/tweet
20 posts	\$600	\$30/tweet
Open Rate	-	\$50/tweet

WUSC Underwriting

Number of Spots	10	25	50	75
Total Rate	\$120	\$250	\$400	\$525